

B 公司新能源汽车营销策略研究

摘 要

随着我国社会经济的快速发展，能源危机渐渐出现，大气污染的问题也越来越严重。作为新型环型交通工具的新能源汽车由此顺应时代而生，但由于人们对新能源汽车营销方法和模式的研究还不够全面，传统的营销策略逐渐适应不了当下的新形势，如何改善新能源汽车的营销模式成了当下需要解决的问题。

本文结合国内外对新能源汽车营销策略的研究现状，以 4P、4C 理论作为本文的理论基础，选择 B 公司为对象进行分析和研究。文章首先介绍了新能源汽车的发展背景、研究目的以及国内外现状；然后对汽车营销相关理论进行了介绍；接着进入本文的研究重点，即 B 公司的营销现状分析和营销策略制定。运用 SWOT 分析法对 B 公司的优势、劣势、机遇和可能受到的威胁进行了系统全面的分析，总结出问题所在，然后再利用相关理论对其进行优化设计；最后是本文的总结与展望。

通过本文的研究能够进一步推动 B 公司新能源汽车营销策略的发展，从而使得 B 公司在未来新能源汽车市场的角逐中能获得竞争优势。

关键词：新能源汽车；营销策略；SWOT 分析法

Abstract

With the rapid development of China's social economy, the energy crisis is gradually emerging, and the problem of air pollution is becoming more and more serious. As a new type of circular transportation vehicle, new energy vehicles are born in accordance with the times. However, due to the lack of comprehensive research on the marketing methods and models of new energy vehicles, the traditional marketing strategies gradually can not adapt to the new situation. How to improve the marketing model of new energy vehicles has become the current problem to be solved.

In this paper, combined with the research status of new energy vehicle marketing strategy at home and abroad, 4P, 4C theory as the theoretical basis of this paper, B company is selected as the object of analysis and research. Firstly, this paper introduces the development background, research purpose and the current situation at home and abroad of new energy vehicles; secondly, it introduces the related theories of automobile marketing; then, it enters the research focus of this paper, that is, the marketing status analysis and marketing strategy formulation of company B. SWOT analysis method is used to analyze the advantages, disadvantages, opportunities and possible threats of company B in a systematic and comprehensive way, summarize the problems, and then use relevant theories to optimize the design; finally, the summary and outlook of this paper.

The research of this paper can further promote the development of B company's new energy vehicle marketing strategy, so that B company can obtain competitive advantage in the future competition of new energy vehicle market.

Keywords: New energy vehicles; Marketing strategy; SWOT analysis

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